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27 November 1978

MEMORANDUM FOR: See Distribution

FROM: Charles E. Wilson
Executive Secretary
Public Affairs Advisory Group

SUBJECT: PAAG Meeting

The Public Affairs Advisory Group will meet in the
DCI Conference Room at 1000 hours Monday, 11 December 1978.

If you will be unable to attend, please telephone the
name of your substitute to 7676.

Attachments:

agenda
minutes of meeting II

Distribution:

Charles Briggs, OIG

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AGENDA FOR PAAG MEETING III

Monday, 11 December 1978

DCI Conference Room

- I. Introductory remarks/announcements/reports
- II. Discussion of Internal-Agency communications
 - a. future and use of Cable TVs
 - b. bulletin boards and PAAG impact
- III. Speakers Bureau
 - a. plans
 - b. goals
- IV. PAAG in 1979
 - a. what we want to accomplish
 - b. ways to accomplish
- V. Conclusion and final comments

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15 November 1978

Public Affairs Advisory Group (PAAG)

Second Meeting 9 November 1978

The second meeting of the Public Affairs Advisory Group (PAAG) was called to order at 1005 by the Chairman, Mr. Herbert Hetu, the Director of Public Affairs.

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All eleven members were present, with Mr. Walter Elder, RMS, substituting for [redacted]

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After the meeting was called to order, the Chairman welcomed the members to the second PAAG meeting. [redacted] suggested that an attendance sheet be passed around the table as several alternate members were present.

The Chairman called the members attention to action taken on points discussed during the first PAAG meeting:

- arrangements have been made with the Library to have available the Public Affairs Office "Media Highlights." The Chairman showed members a prepared notebook, complete with covering explanation sheet, which will house the media clips.
- Bulletin boards for various Agency buildings are coming along, with GSA now awaiting materials for construction. GSA estimates mid-December delivery.

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[redacted] discussed the new publication, "CIA and the Academic Community," an outgrowth of recent university president meetings with Admiral Turner. The publication is being redone in a better format. The problem of finalizing the NTIS contract with the Department of Commerce is still holding up publication and distribution of the present booklet. [redacted] passed around several copies of the booklet. [redacted] mentioned that a cheaper version of the displayed booklet could be very useful for a variety of purposes, including speaking engagements and recruiting.

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STAT [] speaking on the Community responsibility that OPA
STAT has, discussed the Wednesday, 8 November meeting between Mr. Hetu,
STAT [] himself, with []
at the [] During that meeting, the
topic of a DCI logo was discussed. OPA will coordinate this project.

STAT [] also detailed the planned Public Affairs Officers
STAT trip to [] scheduled for 13 December, and
its desired goal of bringing better awareness to Community officers.

Mr. Hetu discussed the new multiple-media show that is being developed. This show is being done to replace the existing show that was produced in great haste when public tours were being explored. It is still dependent upon contract approval.

STAT A general discussion then developed among several PAAG members on the content of the new show. Mr. Briggs stated that the new show must be credible, and reflected that most people outside of the Washington area are not in contempt of the CIA--therefore the show should not be defensive. [] stated that a knowledgeable show is most important, and the new presentation should even be beneficial to present Agency employees.

Mr. Hetu stated that this show must treat one limited facet of intelligence and stick with it. Mr. Briggs agreed and stated that thought must be given to exactly what theme we wish to stress.

STAT The Chairman and Mr. Briggs both mentioned a need for some coverage of the most misunderstood aspect of intelligence--covert action. [] talked about the successful presentation used by his office, and how much interest it generates with audiences. Mr. Hetu suggested that PAAG members may want to view the show.

STAT The Chairman mentioned the address by Mr. Hugh Sidey, TIME, to the [] conference and what a fine job he did.

The Chairman moved the PAAG members attention to the proposed preparation of a new brochure on intelligence. Mr. Hetu said that the publication will be similar to a news magazine format, with individual articles and a table of contents. This publication will incorporate information in the present "fact sheets" and will be designed to accommodate the general public and specialized groups alike.

STAT [] mentioned that such a publication could be very
STAT SIAI beneficial even as a high school "text book." [] and Mr. Elder mentioned that perhaps two separate texts were needed, one for the Community, and one for CIA. Mr. Elder stressed that the role of intelligence, more than the mission of the CIA, was most important.

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General discussion concluded that such a publication should, if possible, contain a mix of both Community and CIA information.

STAT Briefly, the Chairman inquired whether publicity about the PAAG was sufficient. To increase employee knowledge of the PAAG, [redacted] suggested that the next PAAG agenda be posted on the OPA bulletin board, along with PAAG members' names and telephone extension, so that employees could seek out their respective representatives.

The Chairman, moving to the problem of internal-Agency communication, stated that he sees problems with how the Agency communicates with its own employees. He expressed his concern that employees often don't know what we are telling the press until they read it in the newspapers.

Mr. Briggs stated that internal-communication is a problem of management within the CIA. The flow of information, while mainly downward, is sometimes not enough to foster a knowledgeable body of employees.

The Chairman raised the issue of the proposed DCI talks with employees to be held during selected lunch hours in the Headquarters Auditorium. Mr. Hetu mentioned that the use of the CCTV units in the Agency cafeterias was being considered, as this could expand coverage to more employees.

Mr. Briggs questioned the security aspects of broadcasts into the cafeterias, especially during the question-and-answer periods, suggesting that they might have to be limited to the South cafeteria.

The Chairman discussed moving the CCTV's to either the corners of the cafeterias or to selected TV viewing areas elsewhere in the building.

STAT [redacted] and Mr. Briggs expressed negative feelings about the entire CCTV system, citing non-use and the feelings by some employees that CCTV in the cafeterias is an invasion of their privacy during lunch.

After this discussion, the Chairman suggested that the next PAAG meeting vote on the future of the CCTV units, and their use.

STAT The meeting was concluded at 1135.

[redacted]
Herbert E. Hetu

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